

Ikkunapaikka

WINDOW SEAT

WWW.IKKUNAPAIKKA.FI

Matkailuteollisuuden ammattijulkaisu • Finnish Travel Industry Journal • Facktidning för reseindustrin i Finland

31st year

Media Card 2020

EDITORIAL & ADVERTISEMENTS

Editor-in-Chief

Leena Aalto

Raisiontie 6 D, 00280 Helsinki

Phone +358 9 622 2500

leena.aalto@ikkunapaikka.fi

LAYOUT

Art Director

Juhana Mikkonen

hello@juhanamikkonen.com

PRINTING HOUSE

PunaMusta Oy

PUBLISHER

Travision Oy

Raisiontie 6 D, 00280 Helsinki

CIRCULATION

5 000

READERSHIP

14 000

READERS

Travel agency personnel	64 %
Airlines etc.	11 %
Company travel managers	9 %
Travel agency management	7 %
Hotel business	4 %
Travel editors, press	3 %
Municipal travel organisations	2 %

PUBLICATION SCHEDULE

Issue	Booking	Materials	Published
1/20	16 Dec	20 Dec	10 Jan
2/20	10 Feb	17 Feb	28 Feb
3/20	30 Mar	6 Apr	17 Apr
4/20	18 May	25 May	5 Jun
5/20	24 Aug	31 Aug	11 Sep
6/20	19 Oct	26 Oct	6 Nov
1/21	16 Dec	22 Dec	8 Jan

TECHNICAL DATA

Trim size	297x420 mm
Print size	297x420 mm
Colors	4/4
Printing process	offset
Paper	LumiSilk 90 g

REPRO HOUSE - AD MATERIALS

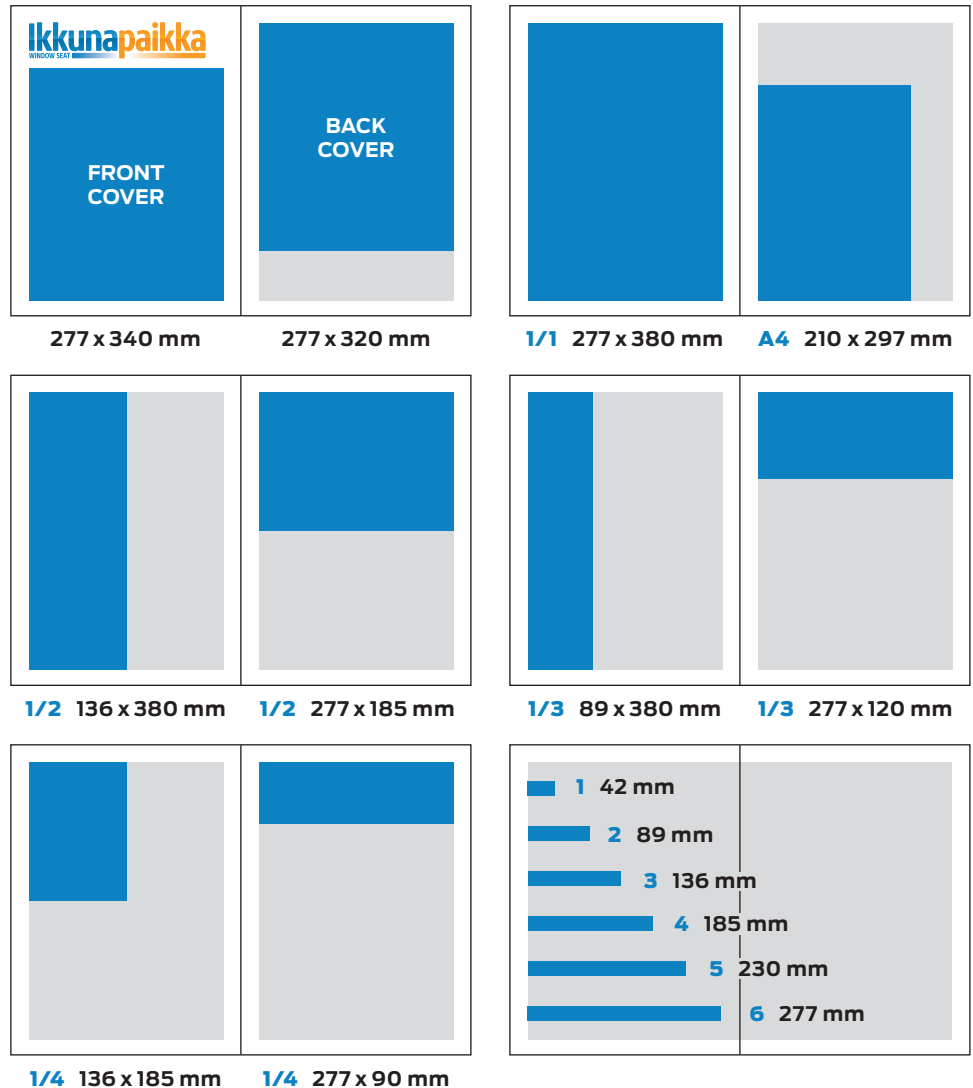
PunaMusta Oy
Sirrikuja 2, 00940 Helsinki
Puhelin 010 230 8486

pm.ikkunapaikka@punamusta.com

ftp.punamusta.com

• username: ipaikka

• password: y30v93



4-COLOUR ADVERTISEMENT PRICES IN EURO

Frequency	1	2	3	4	5
2/1	8 078	7 675	7 272	6 868	6 465
1/1	4 783	4 544	4 306	4 067	3 828
A4	4 177	3 969	3 761	3 552	3 344
1/2	2 716	2 581	2 446	2 310	2 175
1/3	1 898	1 804	1 711	1 616	1 522
1/4	1 574	1 496	1 418	1 340	1 262

MILLIMETRE RATES

b/w	€ 2.90
4-c	€ 3.30

SUPPLEMENTARY CHARGES

• front page	+15%
• back cover and fixed place	+10%

DISCOUNTS

• ad agency commission	15%
• direct client discount	12%
• frequency discount	see above

VAT

vat (24%) not included in prices

CANCELLATIONS

Cancellations are to be made at least one week (front page 5 weeks) prior to the material deadline. Later cancellations will be subject to a full charge of the ad-rate.

COMPLAINTS

Complaints concerning printing quality are to be made no later than 14 days after publication date. Should an advertisement have been left out, published at the wrong time or be proven to have been faulty, the advertisement fee shall be returned in full. No other compensation will be paid.

INVOICING

Terms of payment 14 days net.
Late payment interest 18% p.a.

Bank details:

OP-Bank

IBAN FI23 5789 5420 0285 03

SWIFT (BIC) OKOYFIHH

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ENQUIRIES & BOOKINGS

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BANNER RATES

Size:	2 weeks	1 month
350 x 117 px	250 €	400 €
350 x 350 px	500 €	800 €
350 x 700 px	700 €	1100 €
893 x 240 px	1 200 €	1 600 €

Technical data

Resolution	72 dpi
Max size	90 kb
Format	.jpg tai .gif
Color	RGB

URL-address for the link.

Banners with print advertisement get 30% discount.

FACEBOOK 200 €

NEWSLETTER 400 €

440 marks, picture and link to URL-address

Vat (24%) not included in prices.

Send banners to:

leena.aalto@ikkunapaikka.fi

In **www.ikkunapaikka.fi** you reach the professionals working at the tourism industry.

The top visits per day are about 800. Monthly about 12 000 visits.

The screenshot shows the Ikkunapaikka.fi website. At the top is a navigation bar with a search icon, 'Etsi', and links for 'Kirjautu', 'Tilaa Ikkunapaikka', 'Mediakortti', and 'In English'. Below the navigation bar is a large banner image of a couple looking at a cityscape, with the text 'Viime vuonna Suomessa 23,1 miljoonaa yöpymistä' and the date '04.02.2020'. To the right of the banner is a sidebar with a 'Tilaa uutiskirjeemme' form and a 'Tilaa uutiskirje' button. Below the banner is a grid of news articles under the heading 'Uutisia'. The articles include: 'Sveitsin Jungfraun hiihto- ja vaellusalueelle entistä nopeammin', 'Koronavirus riepotelee matkailua', 'Aegean lisää lentoja Helsinkiin', 'Finnair Plus yhteistyöhön ePassin kanssa', 'Lufthansa Group hiihneutraaliksi', 'VR-lasit, tuokut ja äänet - esteettömyyden matkustusta', 'Voisitko olla onnellisuuden opettaja?', 'Tallink luopui Club One -muovikortista', 'Barcelonan kaupungintalo haluaa lopettaa maan lämpäilyllä', 'Suomen maailmanperintökohteet tunnetaan melko hyvin', 'Sea Cloud ylitti Atlantin purjella', and 'Kymmenen vuotta viisumivapaasti Pietariin'. At the bottom right is a calendar for February 2020, showing the date 7th as a yellow square. Below the calendar is a 'Tilaa Ikkunapaikka' button and a small image of the magazine cover.